**REQUEST FOR PROPOSALS # 08-14**
**Customer Relations Management (CRM) Solution**
**University of Southern Maine**
**ADDENDUM #1**

This addendum responds to questions submitted by vendors. Q1 / A1 and Q73 / A73 below contain corrections to the RFP language.

Q1.  Paragraph 1.16 includes the following language: "The RFP response and the pricing template response must be submitted as separate documents / files."

A1.  Delete and disregard.

Q2.  We are unable to identify in the RFP exactly how many users you envision for the new CRM solution. We would appreciate a timely response so we can size our response. We are defining a user as a specific individual in the employ of the University who, based on permissions, can add, change or delete data as well as review/approve. All other stakeholders would be able to see customer-configured/selected information via the web (thus unlimited).

A2.  Approximately 30 at the University of Southern Maine and 40 at the University of Maine, with those figures including 3 - 5 'superusers' at each campus. UMF anticipates approximately 10 users.

Q3.  You mention seven departments are recruited:
   a.   Will the 7 continue to have their own process or is it the goal that we want to define 1 process for all 7 departments?
   b.   Are the current recruiting processes documented to show the various stages and activates? If yes, can you as part of your response send copies?

A3.  Clarification, we have seven institutions, not departments.
   a.   This will depend on the CRM setup. If the same instance is used for all UMS schools those school will be encouraged, though not necessarily required, to follow similar processes.
   b.   No.

Q4.  How many CRM users are we looking at?

A4.  Approximately 30 at the University of Southern Maine and 40 at the University of Maine, with those figures including 3 - 5 'superusers' at each campus. UMF anticipates approximately 10 users.

Q5. Do you need CRM deployed in another language other than English? If yes, what are the other languages?

A5. Not a requirement, but if available, we will be interested. Other languages of interest would be Chinese, Arabic, Spanish, Turkish and Korean.

Q6. Do you need CRM deployed to support hearing or visual disabilities?

A6. Yes. See the University APL at: www.maine.edu/pdf/IV-AAccessibilityofProgServandfac_001.pdf

Q7. Are you looking for a turn-key solution?

A7. We are open to all models/packages and will choose whatever we feel is in the best interest of the University.

Q8. Will you be purchasing hardware separately?

A8. We are open to all models/packages and will choose whatever we feel is in the best interest of the University.

Q9. Will you own the installing hardware?

A9. We are open to all models/packages and will choose whatever we feel is in the best interest of the University.

Q10. Do you have SQL and Oracle db's on staff?

A10. Yes.

Q11. Do you have any unique security concerns with building the integration directly with the PeopleSoft db?

A11. If the vendor is to build the integration, then we need to vet the software development standards under which the vendor operates and if it is a web application that interfaces with the PeopleSoft db, we need to know that the application is tested in accordance with OWASP or commensurate guidelines. If this goes to another db that is hosted/cloud/SaaS based then a review of the rights and code is required by University IT personnel to ensure that only the appropriate data is accessed and transferred. The Standards for Safeguarding Information definitely apply.

Q12. What version of the PeopleSoft db do you have?

A12. 9.0

Q13. Does your PeopleSoft db have a "Modified on Date" field available at each record?

A13. Some do, but not all.

Q14. Does your Oracle DB have experience creating triggers and views within the PeopleSoft db?

A14. Yes.

Q15. Do you use MSFT exchange? If yes, what version?

A15. No.

Q16. Do you use MSFT Office? If yes, what version?

A16. Yes, our versions vary.

Q17. Do you use MSFT SharePoint? If yes, what version?

A17. No.

Q18. What types of devices do your users use? Examples might include – Dell laptops, IPads, or tablets.

A18. Macs, Dell laptops, iPads and other tablets, Smartphones.

Q19. Based on your suggested timeline; what is the perceived challenge of having SME's from the e business truly available for weeks at a time during each phase of the engagement?

A19. We may never be in a situation where our staff are devoted to this project full time. However, this initiative is critical to University strategic goals, so staff will be made available to accomplish the work within the stated timeline. We expect to work with the vendor to determine which staff we need, when, and for how long.

Q20. Vendor to train all users or train the trainer approach?

A20. We are open to different training models, but at minimum we would expect training for our core users, as well as help developing appropriate documentation to conduct our own training sessions..

Q21. Do you have a current MSFT campus agreement?

A21. One of our campuses does. We are not sure about the others.

Q22. Do you need branding within CRM; things like logo or having CRM look like your Intranet so it maintains a look/feel for your users?

A22. Yes, and each campus would need their own branding.

Q23. How many contract records currently reside within PeopleSoft?

A23. Not all UMS schools house inquiry data in PeopleSoft. USM will have approximately 80,000 active inquiry/student search names by mid-November. At UM approximately 200,000.

Q24. Do you need the ability to attach files? If yes, what are the types od documents and (ranges) in size?

A24. It will be helpful if we can attach Word and PDF files, up to 2 or 4 MB.

Q25. Can you break out the different users that will have access (department and roles)?

A25. Marketing (email), undergraduate/graduate admissions counselors (recruiting), undergraduate/graduate admissions data staff (data entry, generation of hard copy/electronic communications).

Q26. Are you okay if the vendor uses Offshore resources? If yes, will the Offshore resources have remote access?

A26. Our focus is on finding the most qualified individuals to work with. Qualifications are more important than location. Yes.

Q27 Has any specific risks (IT and / Business) been identified for this project? If yes, what are they?

A27. The major business risk for us is not having a solution in place for our next recruiting cycle.

Q28. What is the value that you place in working with a local MSFT partner versus one out-of-state and having the travel expenses?

A28. Our focus is on finding the most qualified individuals to work with. Qualifications are more important than location.

Q29. Have you worked with a MSFT partner before in deploying a solution within the University?

A29. Possibly, but we are not sure.

Q30. We have a question about the requirement to provide at least three (3) current professional references who may be contacted for verification of the bidder's professional qualifications to meet the requirements set forth herein. The references shall include one long-standing customer (minimum of 3 year engagement) and one new customer (one who has been engaged with vendor for less than one year). While we have more than 3 references, and they are higher-ed, the 3 year engagement requirement we do not have. Is this a hard requirement?

A30. The reference requirement is not a pass/fail criterion. Respond with the best references you have and simply note that you are providing three references however none meet the 3 year engagement minimum. Identify the maximum engagement period you can provide.

Q31. What system is the University currently using for Online Applications and will the new CRM be required to interface with that system?

A31. We use the Common App and University of Maine System online applications for undergraduates and the College Net application for graduate students. The CRM should be able to upload extraction files from all applications.

Q32. Will the requirements for event management require the ability to support both paid and free events? If paid events are needed, does the University of Maine have a preferred payment servicer?

A32. For the foreseeable future, the CRM will only support free events (i.e. tours, open house, etc.).

Q33. Does the University have a third party service for SMS text messages? If so, who is the third party?

A33. Yes. CDYNE, possibly others.

Q34. Has the University participated in meetings with, or demonstrations from, CRM vendors prior to the release of the RFP? If yes, please identify these vendors and describe the level of relationship.

A34. The University has researched any number of products available on the market. The University will not identify the vendors it has contacted.

Q35. The RFP states: "Presentations may be requested of two or more bidders deemed by the University to be the best suited among those submitting proposals on the basis of the selection criteria." Please provide the anticipated dates and other details for these presentations.

A35. The University will communicate its requirements, dates and other details, with affected bidders as soon as that information becomes available.

Q36. Will the University provide all or parts of the RFP in Microsoft Word format?

A36. Yes, upon request.

Q37. Will the University please consider extending the due date for proposal submissions by one week?

A37. If it becomes apparent that vendors need more time to respond, the University will consider such an extension. As of this time, the due date has not been changed.

Q38. Do you need a formal note describing our intent to bid?

A38. No.

Q39. Can we hand deliver the proposal on the November 6$^{th}$ to you personally?

A39. No. The receptionist receives and date stamps all proposals. If you hand deliver your response, the receptionist will be happy to accept it.

Q40. We would like to enter into a mutual NDA (attached).

A40. Provide all documentation related to your offer including, in this instance, an NDA with your response.

Q41. Paragraph 3.1.1 Functional Questions. Requirement is that a student can be associated to multiple campuses and careers. And system should have Access restriction for users of one campus to access data of another. Will students be accessing the application as well?

A41. Students will submit inquiry forms and register for events that are unique to each campus. If event registration is done directly in the CRM, then the answer is yes.

Q42. Paragraph 3.5.2 Functional Questions. Is prioritization of the Email, phone numbers and Mail address a manual process or system should do it by default?

A42. Each institution should be able to define the prioritization of email, phone numbers and address types. The CRM would need to follow these prioritization definitions once in place.

Q43. Paragraph 3.5.5 Functional Questions. Please specify the business requirement as where this functionality would be used. What does the "inquiry/search name records" refers here?

A43. Inquiries refer to students who have contacted an institution. Search name records refer to those names purchased through survey and testing agencies such as College Board, ACT, NRCCUA. Batch upload functionality would be used to load student search names as well as inquiry records received electronically.

Q44. Paragraph 3.5.6 Functional Questions. Search names will be easily differentiated from inquiry data. What is the difference between Search Names and Inquiry Data? What are search names?

A44. Inquiries refer to students who have contacted an institution. Search name records refer to those names purchased through survey and testing agencies such as College Board, ACT, NRCCUA.

Q45. Paragraph 3.5.7 Functional Questions. What does "search name source" refers to?

A45. Search name source would represent the vendor from which the search names were purchased.

Q46. Paragraph 3.5.8 Functional Questions. What does "search name category" refers to?

A46. The CRM needs to have the ability to track search name categories tied to a given search name record. These categories could relate to academic performance, residency and would be defined outside of the CRM prior to the student search names being uploaded.

Q47. Paragraph 3.5.11 Functional Questions. Please provide more details on incoming and outgoing referral sources? We understand that referral source indicates how a particular person became a prospect for the university e.g. through Campus Event, or College Fair, but what does the Incoming/Outgoing referral source refers here?

A47. A referral source can be defined as method of contact or communication. Incoming referral sources identify how an inquiry has contacted an institution. Outgoing referral sources identify how an institution contacted the student (i.e. email, letter type, phone call).

Q48. Paragraph 3.5.14 Functional Questions. Please confirm whether only the mentioned set of tables from PeopleSoft to be integrated with CRM?

A48. Additional tables to add to this list are ADM_APPL_SBPLAN, ACAD_SUBPLAN, ADM_APPL_RCR_CA.

Q49. Paragraph 3.7.4 Functional Questions. Please elaborate this question "What University staff roles would be required to accomplish the conversion"?

A49. What University staff do you anticipate would be needed to complete the conversion work? Examples might include DBA's, developers, functional experts, etc...

Q50. Paragraph 3.8.1.3 Functional Questions. A campaign building sequence that is presented in a graphical or Visio style workflow. Should the system guide the users through a workflow process in the sequence?

A50. Requirement would be that the campaign building sequence not require programming experience to setup.

Q51. Paragraph 3.8.2.7 Functional Questions. Please provide more details on this requirement. What does the "Unsubscribe language" mean?

A51. "Unsubscribe language" means the language we use to offer an email recipient the option to no longer receive emails from the sender.

Q52. Paragraph 3.8.4.2 Functional Questions. Please mention the list of Social Media sites with which CRM system needs to be integrated.

A52. We would like to explore this with vendors, but the list we'd be interested in includes:Twitter, Facebook, Pinterest, Tumbler, You Tube, Google Plus.

Q53. Paragraph 3.2.1 Technical Questions. Users can query the Database from the application. Users will be able to see data that is assigned to his campuses only. You cannot connect to the database explicitly and query the data. Do you want a capability to access the database and query for data outside the restrictions?

A53. Direct query access is not a hard requirement. We would like to understand all our options for extracting data and reports.

Q54. Paragraph 3.2.4 Technical Questions. We can integrate to PeopleSoft Campus solutions using Web services over HTTP layer. Is it supported on PeopleSoft campus solutions? Do you recommend any other methodology to integrate to PeopleSoft? In Section 3.5.14, we have the list

of tables. Do we need to do a data load from these tables as a batch process as given in section 3.6.1?

A54. Yes it is supported on PeopleSoft Campus Solutions. We prefer web services but would entertain other integrations. A sizeable initial load may be required and we are interested to know how vendors recommend doing that.

Q55. Paragraph 3.2.16 & 3.2.17 Technical Questions. Do you have central release management team which handles all the releases for all software into production environment or would you like the bidder to consider Release Management including the DBA activities as part of scope?

A55. It depends on whether the solution is SaaS or not. For products we own we have a team that manages patches and updates. We would need to understand how this is handled for SaaS or other models. How will we be notified, how is the scheduled set, etc...

Q56. Paragraph 3.2.19 Technical Questions. CRM support multilingual application with language add ons? What languages should bidder consider as part of the scope of this implementation?

A56. Languages other than English are not a requirement, but if available we would be interested. Other languages of interest would be Chinese, Arabic, Spanish, Turkish, and Korean.

Q57. Paragraph 3.3.5 Technical Questions. The API can be delivered as a web service. Can Identity Management System consume the web service?

A57. No.

Q58. Paragraph 3.12 Technical Questions. Is there any online Inquiry Form used in current scenario? If yes, please elaborate the technology/product user to create online inquiry form. If there is no existing online form, should vendor suggest the solution for the same and consider it as part of the estimates?

A58. USM inquiry form is not tied to PeopleSoft. Vendor should suggest inquiry form solution that is integrated with CRM. This solution should be included as part of the estimate.

Q59. Paragraph 3.13 Technical Questions. Would you like bidder to migrate all the lead data from existing system to CRM and from there on CRM would be the master for Lead information? Please elaborate.

A59. This would depend on the implementation timeframe. One concern would be attempting to switch to a CRM mid-cycle during the height of recruiting season. If implementation occurred late spring or after, we would not hesitate to migrate all lead data to the CRM, which would then be the master database for inquiry/search names.

Q60. Paragraph 3.3.6 Technical Questions. Are you looking for users to access the CRM outside your network / firewall?

A60. Yes.

Q61. Paragraph 3.8.1.5 Technical Questions. Manage all opt-outs (email, direct mail & SMS text messaging). Do you want all these capabilities in the system? As given in section 3.8.4, do we need to have ability to send SMS from the system?

A61. Yes to both questions.

Q62. Paragraph 3.10.21 Technical Questions. "Upload constituent lists via wizard from various Higher Education sources, annually or when made available, to create or update database." Can you please elaborate on this requirement?

A62. We want the ability to upload student search data from various vendors, SAT/ACT test score contact data, net price calculator contacts, Common Application suspects/prospect data.

Q63. Paragraph 3.14.5 Technical Questions. Reporting available via campus and remote locations. What does this mean by remote locations? Do we need to provide an offline reporting capability?

A63. Offline reporting capability would be nice, though not necessarily a requirement. By remote locations, we want the same reporting functionality outside of UMS domain as we would when on campus.

Q64. Paragraph 3.2.25 Technical Questions. Could you please suggest Maintenance coverage hours and time zones you are looking for? Eg:- 12 hrs * 5 Days?

A64. We are in the Eastern Standard time zone and would expect support during normal business hours. Evening and weekend support is preferred.

Q65. Paragraph 3.2.7   Infrastructure Questions. Should bidder consider that Mobility solution to complement CRM is also in scope? If yes, could you please outline detailed requirement of mobility solution? What process or functionalities are you looking to access through mobile app?

A65. We are interested in seeing what mobility solutions are offered, but it is not a requirement for this project at this time.

Q66. Paragraph 3.2.7   Infrastructure Questions. If Mobility Solution is in scope of this RFP, is there a preferred technology for mobile App – iOS, Android or Windows 8?

A66. We are interested in seeing what mobility solutions are offered, but it is not a requirement for this project at this time.

Q67. Paragraph 3.3.2 & 3.3.3 Infrastructure Questions. Is there any Identity Management system / Active directory in place to which CRM need to be integrated to validate user's access? If yes, please share the more details on the same?

A67. CAS and Shibboleth are the two options for authenticating a hosted system. Some attribute information may be available via openLDAP (but not authentication for a hosted system).

Q68. Paragraph 3.8      Infrastructure Questions. We understand that bidder needs to integrate CRM with other applications to enable multiple channels such as Email, direct mail, Phone & SMS. Can you please share if any CTI tool is already in place? If not, would you like bidder to recommend the CTI and SMS software/product which should be integrated to CRM and include it in the Proposal Pricing?

A68. Currently there is no CTI technology in place and it is not a requirement at this time. We would be interested to learn about this technology for possible future use however.

There are SMS vendors we work with currently, but we are open to other suggestions.

Q69. Paragraph 3.8.2.17 Infrastructure Questions. From the RFP we understand that Google analytics will be used to track certain type of campaigns, do you have any other Analytics tool in place to which CRM needs to get integrated? If yes, then please specify the Product name and version.

A69. No.

Q70. Paragraph 3.8.4 Infrastructure Questions. Is there SMS Gateway in place in existing IT landscape to which CRM can integrate to run SMS campaigns and capture responses?

A70. CDYNE

Q71. Paragraph 3.13.5 Infrastructure Questions. On-screen and exportable call lists for admissions counselors. Could you please elaborate this requirement?

A71. We need to be able to export lists of names and phone numbers in various formats such as Excel, Word, PDF, etc...for calling campaigns.

Q72. Estimates and Timelines Questions. April 1, 2014 is the earliest date by which the application should be available. Do you plan to implement all the functionalities mention in the document for University of Southern Maine (USM) by then? Or can Bidder suggest Phase implementation approach?

A72. First, please read the answer to question 73 below. April 1, 2014 was incorrect and should read July 1, 2014. Our preference is to implement all functionalities from the RFP by July 1, 2014. If a vendor feels this is unattainable we are open to discussing options for a phased implementation.

Q73. Section 3.0 reads, in part, The University prefers starting implementation as soon as possible in 2014. The new system shall be fully implemented no later than April 1, 2014. This is **NOT** correct.

A73. Correction: Section 3.0 REQUIREMENTS AND RESPONSES: should read "All responses to the requirements should reflect delivered, or out-of-the-box, functionality. Bidders MUST indicate if system modification, additional products or vendors, costs or if any other accommodation would be necessary to meet a requirement. The University seeks to begin implementation as soon as possible with a go live date of July 1, 2014. This will enable us to align with the start of the 2014-15 undergraduate and graduate admissions cycles. Bidders shall address their ability to meet the implementation and start-up date requirements."

Q74. Do you have an estimate number of concurrent numbers for the cost proposal? 50 or 75?

A74. Approximately 30 at the University of Southern Maine and 40 at the University of Maine, with those figures including 3 - 5 'superusers' at each campus. UMF anticipates approximately 10 users.

Q75. What kind of interfaces are available for integration with PeopleSoft?

A75. Flat file, direct database, and web services.

Q76. How old is your PeopleSoft System?

A76. Version 9.0

Q77. How many total staff and Faculty users will need access to the application? Examples of various roles are: General Users; System Administrators; Admissions Counselors; Student Workers.

A77. Approximately 30 at the University of Southern Maine and 40 at the University of Maine, with those figures including 3 - 5 'superusers' at each campus. UMF anticipates approximately 10 users.

Q78. How many emails do/will you send on a monthly basis?

A78. This will vary significantly, but currently USM sends approximately 50,000 per month. UM currently sends approximately 208,000 per month. UMF approximately 20,000 per month.

Q79. Please describe your ideal email marketing solution. For example, do you need the ability to: Compose and send custom messages to all prospects and students, based on their various statuses in the Enrollment Cycle; Track, manage and send HTML email campaigns, (Existing HTML and new HTML); Personalize printing capability for letters or postcards including individual or group mailings; Manage a complex communication strategy including the ability to schedule future communications based upon dynamic content and results (e.g. DRIP campaigns).

A79. Yes, to everything mentioned.

Q80. I did not see a reference to a need for an Applicant portal(s). Will this be needed to fulfill the CRM requirements and to feed directly into CRM before moving data to Campus Solutions?

A80. An application portal is not in scope at this time. Currently we are not planning to feed data to PeopleSoft. That being said, we would want applicant data from PeopleSoft pushed to the CRM for event management/territory management functionality.

Q81. If so, how many estimated log-ins a month will be needed for external constituents?

A81. Not applicable.

Q82. Please describe the features and functionality of your desired portal. (if applicable)

A82. Not applicable.

Q83. How many different programs/degrees will be using the portal for an online application? Please describe. If more than one, will the application process differ by program/degree? Will required documents differ between programs/degrees?

A83. Not applicable.

Q84. Which portal functionality best describes your requirements (choose one – if applicable): Single program/degree, no variations, static user experience; Variable student experience based upon a few unique applicant/student profiles, no 3$^{rd}$ party web service integration; Multiple degrees/programs with multiple user interface experiences based upon a multitude of factors including profile and application status, multiple 3$^{rd}$ party vendor integrations including social media, payment gateways, RSS news feeds, web service calls etc.

A84. Not applicable.

Q85. What is the current Single Sign on process for Identity Management? Is there a preferred method? Does the University of Maine System use a Delegated or Federated approach to SSO?

A85. Federated. Our preference is Shibboleth via an InCommon partnership.

Q86. Another RFP was recently released for Event Management. There is a section in this CRM for Event Management. Will it be necessary to respond to both RFP's even if Event Management is included with the Enrollment CRM?

A86. Vendors must respond to each RFP.

Q87. SMS text messaging is a required component. How many SMS text messages does USM intend to use on a monthly basis?

A87. Unknown at this time.

Q88. Please describe the number of campaigns you execute. Is it weekly, monthly, quarterly and pelase indicate the volume of marketing material that is sent within a campaign.

A88. Approximately 10-15 campaigns could be executed at a given time. Some campaigns run daily, others could be biweekly or monthly. Hard copy campaigns would generally include one marketing piece.

Q89. How many such events do you have each year?

A89. If events include campus tours, information sessions, could be 200-300 a year.

Q90. How many emails do you send or plan to send per month?

A90. This will vary significantly, but currently USM sends approximately 50,000 per month. UM currently sends approximately 208,000 per month. UMF approximately 20,000 per month.

Q91. What is the size of your marketing database?

A91. USM - inquiry student search names - 80,000
UM - approximately 200,000
UMF - approximately 30,000 - 40,000

Q92. How many do you intend to market to in the next 12 months?

A92. USM - inquiry student search names - 80,000
UM - approximately 200,000
UMF - approximately 30,000 - 40,000

Q93. What are you currently using today to accomplish the RFP requirements?

A93. Fire Engine Red, Campaign Monitor, FileMaker Pro, one home grown system (these are only accomplishing some of the requirements in the RFP)

Q94. How many users will be using the system per department?

A94. We're not sure by department yet, but in total approximately 30 at the University of Southern Maine and 40 at the University of Maine, with those figures including 3 - 5 'superusers' at each campus. UMF anticipates approximately 10 users.

Q95. Is there a preference of an Online vs. On Premise Solution?

A95. The University will consider all proposed models and choose whatever is deemed in its best interest.

Q96. Are any other departments using a CRM system?

A96. Currently, none that we know of.

Q97. If yes, what CRM system/s?

A97. Not applicable.

Q98. Are you interested in self service tools, like FAQ? (with campaigns you gain some's attention. FAQs help provide answers fast while you have someone's interest).

A98. FAQs would be of interest.

Q99.  As well as SMS, would you consider a chat option?

A99.  Yes.

Q100. Are you interested in connecting to your constituents via Facebook and other Social Media?

A100. Yes.

Q101. What telephony system do you currently have in place?

A101. Cisco and several others; it varies by location..

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